

Professional Document Retrieval

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Feature: Technology

IAC OFFERS DR PRODUCTS VIA ELECTRONIC FULL TEXT AND MICROFILM TECHNOLOGY

This is the first in a series of articles that focus on new technology and document retrieval systems for business and industrial information centers.

Information Access Corporation now puts business articles at your fingertips with two new products: **The Business Collection** and **Trade and Industry ASAP**.

The Business Collection

IAC has been distributing **The Business Collection** since June. It is a three-part system comprised of their Business Index COM file, a microfilm cartridge library of business journals and a user friendly microfilm reader/printer. This system makes it possible to find, instantly read, and print out in hard copy hundreds of articles from a range of business journals that includes such titles as **Nation's Business** and the **Harvard Business Review**.

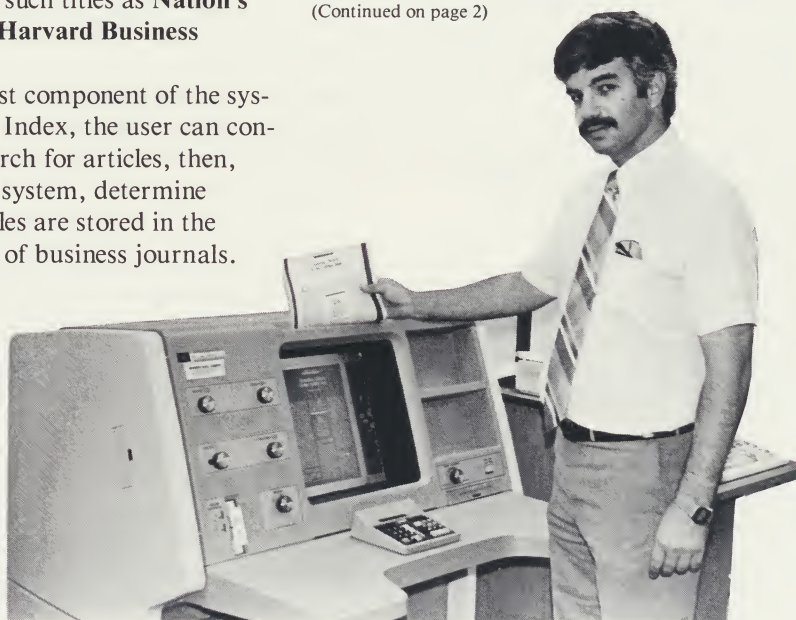
Using the first component of the system, the Business Index, the user can conduct a subject search for articles, then, through a coding system, determine which of the articles are stored in the microfilm library of business journals.

Using this coding the searcher can go immediately to the appropriate microfilm cartridge, load it into the reader/printer, and read or print out the full text hard copy of the desired article. Not only is this hard copy highly reliable, but the entire process takes less than five minutes.

According to Steve Huth, IAC Product Manager, new microfilm cartridges are generated each week to update **The Business Collection**. This enables libraries to completely avoid the costly problems of shelving, storage, and damage. The microfilm is encased in a cartridge that both protects the information and makes

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Steve Huth, Product Manager, demonstrates fast retrieval of full-text business articles.



IAC is actively arranging agreements with publishers for additional titles.

NEWS/EVENTS

Jane Ryland of Reference Technology has written an article on optical discs titled: "Technology Backgrounder on the Optical Disc" which summarizes the history from 1929, and applications for document management. For a free copy contact Ms. Ryland at 303/449-4157 or write to 1832 North 55th St., Boulder, Colorado 80301.

David P. Waite, President of the Copyright Clearance Center died of cancer on August 10. Since CCC's inception in 1978, Waite served as President of this organization, which was established by publishers, authors, and photocopy users to facilitate compliance with the copyright law. Mr. James Flanagan will act in Waite's place during the transition caused by Waite's death.

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it easily available to researchers. Simply slip the cartridge into the reader/printer; not only are there no adjustments: the researcher never even touches the film.

On the Down Side

Huth admits that **The Business Collection** is a one-at-a-time system, with only one access point to the index or the reader/printer. To offer some relief to the queuing resulting from this, IAC uses standard components. A busy information center could add an additional reader/printer, for example, compatible with the BC system. IAC also offers additional Business Indexes and provides a table of contents guide for readers who just want to skim contents of current issues.

Coverage, Timing and Copyright

The Business Index component to the system is the original IAC product, indexing business related articles from over 800 journals. The full-text microfilm library currently covers about 220 of the 800 journals indexed. Huth explains that IAC is actively arranging agreements with publishers for additional titles and hopes to increase coverage dramatically over the next few years. In every case, full text coverage dates back to January 1982 and IAC will maintain this consistency with each additional title added to the system. The greatest time lag from publication date to indexing and cartridge delivery, according to Huth, is two weeks. Included in IAC's contract is complete copyright coverage. Institutions using the system or making hard copy from the film need not be concerned about copyright or keeping copyright records.

How Does This Relate to ASAP?

Trade and Industry ASAP is the full-text online article retrieval system that IAC introduced earlier this year and serves the online user in much the same way **The Business Collection** serves the manual user. With ASAP the searcher uses an indexing system to locate citations to pertinent journal articles and can then print off the full text of any articles he or she wants to read.

ASAP Coverage and Copyright

Delores Portugal, Product Manager for ASAP, reports that, like the BC, ASAP also includes royalty payments in the fees that a user is charged for repro-

ducing a single copy. As with **The Business Collection**, IAC is making continual efforts to increase the agreements with publishers and add more titles to the system. Currently **Trade and Industry ASAP** covers over 80 journals. There is a three to six week lag time between the publication date of a journal and the time it appears in full text on the system.

ASAP Ease of Use

Like **The Business Collection**, **T&I ASAP** is a fast system. "On the average," says Ms. Portugal, "a user on a 1200 baud terminal can print out an article in three to four minutes. Downloading is permissible in a wordprocessing mode and speeds up the retrieval process."

What About Costs?

Both of these products have been priced for the information center market. **The Business Collection** subscriptions sell for about \$15,000 a year including all of the updated microfilm cartridges. Huth points out that the cost of maintaining the subscriptions to the individual publications alone would easily exceed this price. The costs of using **ASAP** are more variable, but Ms. Portugal tells us, an article, retrieved online, normally costs about \$15.

The Future at IAC

Right now IAC is concerned primarily with adding more full-text covered journals to its systems, and decreasing the lag time between a journal's publication and its appearance in the systems. IAC's goal is to have the full text files become available at the same time as the indexes.

IAC may also include the Area Database, their index and microfiche library of regional news, in **The Business Collection**.

Additionally, the full-text online files do not yet contain any graphics. "While graphics and other forms of illustration have become technically feasible," says Ms. Portugal, "they are not yet economically feasible." IAC hopes this problem will eventually be solved.

For more information on IAC's products, contact them at 11 Davis Drive, Belmont, Ca. 94002 415/591-2333 or 800/227-8431.

NEW SUPPLIERS AND TECHNOLOGY FOR SEC FILINGS

New competitive forces have developed in the area of Securities and Exchange Commission document retrieval. The most recent entrant to the field is **SEC Online, Inc.** which provides full text of SEC filings, accessible online through the use of a microcomputer. **SEC Online** uses a laser disc storage system to store documents and charges for access at an hourly rate of \$18 at peak hours and \$9 off peak. Hard copy (print copies) will also be available for about 5 cents a page, according to VP Linda Chard. More information may be obtained by contacting **SEC Online** at their New York office at 200 E. 23rd St. (ZIP 10010) or by calling them at (212) 686-2650.

Exciting new technology developments will enable corporations to both file and retrieve 10K, 10Q and other critical documents through laser based and other electronic data bases. The **SEC** is developing a system whereby corporate filings will be received, processed and disseminated electronically. The system called **EDGAR**, is still only in the testing state, but the **SEC** expects to be offering full service by 1986.

Additionally, Disclosure, Inc., a long-time commercial supplier of print copies of SEC documents, will soon release a laser based storage and retrieval service which will enable users to access filings at their own site, eliminating any delivery waiting time or remote database connect costs.

Meanwhile, Disclosure continues to provide hard copy or microfiche from 1968 through its Demand Reports Service and also offers a fiche subscription service. Disclosure can be reached in: Washington, D.C. at (800) 638-8241, New York at (212) 732-5955, and Los Angeles at (213) 934-8313. Shipments are made the same day using public and private delivery services (depending on the needs of the client).

Hardcopies of SEC filings can also be obtained directly from the SEC public reference rooms in Chicago, Los Angeles, New York, and Washington, D.C. or by writing to the Public Reference Section in Washington, D.C. (ZIP 20549). Current prices are 15 cents per page; or 35 cents per page priority.

Exciting new developments will enable corporations to file through laser based data bases.

Legal Issues

GE SIGNS LICENSE AGREEMENT WITH CCC

The Copyright Clearance Center announced on October 3rd the signing of a photocopy license agreement with the General Electric Company granting GE the right to legally copy articles from thousands of publications. Effective for one year, and renewable for a second, the license covers copies made by GE employees for internal use at all its U.S. sites.

Alexander C. Hoffman, Chairman of the CCC and Group Vice President of Doubleday and Co. explained, "This, along with other licenses currently being negotiated, will eventually rectify the loss to publishers and authors of millions of dollars due to illegal copying."

Harry F. Manbeck, Jr., General Patent counsel for GE, said, "We believe the agreement with CCC provides a workable way for General Electric to observe publishers' rights, while maintaining com-

pletely unrestricted access to the scientific, technical and business information we need via photocopying."

The cost of the license for GE was established through the use of statistical sampling and modeling techniques developed by consulting econometricians from the Massachusetts Institute of Technology. Administrative record keeping at GE was kept to a minimum because the statistical model draws upon copying surveys at carefully-selected sites within a typical user's operations, as well as data concerning numbers of photocopy machines, employees and copying patterns.

For further information, or to arrange an interview with Kenneth B. Collins, a Director of CCC (and Vice President of John Wiley & Sons), contact Arlynn Greenbaum of Wiley at (212) 850-6259.

NEWS/EVENTS

Database Services of Los Altos has made Dynamic Information of Menlo Park, California the exclusive document delivery service for magazine articles from 75 titles covered by Microcomputer Index. Articles will be available for a flat fee of \$7.50 including copyright fees. A portion of the revenues will be set aside to purchase back files for this collection. The Microcomputer Index is a product of Database Services. For more information contact Ms. Fran Spigai, President of Database Services, 885 N. San Antonio, Ste. H, Los Altos, Ca 94022 or call 415/948-8339.

Professional Bibliographic Software has released PBS, its bibliographic software for the IBM PC and will soon release it for Apple hardware as well. BIBLIOLINK, their downloading software can download and mix records from OCLC, RLIN and other utilities and produce one single alphabetized bibliography. For details contact PBS at 313/996-1580 or write POB 4250, Ann Arbor, Michigan 48106.

CHARGING BACK AT THE BANK OF AMERICA

Tamara Church, Information Analyst, Bank of America Research Library & Information Center

Management, costs and charging back have become serious concerns in the document retrieval function. In this column, PDR features feedback from organizations on how they are dealing with these issues in their individual environments.

Charges have made people more aware of the cost and importance of information.

For many years, the Bank of America library provided its clientele with free interlibrary loan service. As people became more aware of the service, the demand grew into a tidal wave. Because the Bank is now operating in a riskier, more competitive environment, the library is looking more closely at costs. Users of the service have not recognized the costs involved and, in some cases, the considerable level of effort required to fill requests.

To bring this enormous demand under control, and to ensure that frivolous requests are avoided, we decided to impose a charge on our interlibrary loan service. For each request that requires a letter, a trip to another library by messen-

ger, or an electronic mail message, we now charge the requestor \$5.00. Additional charges imposed by the lending library or by an outside document delivery service are also passed through. Fees are not based on actual costs; we just wanted to create some thought. Our prices are similar to those charged by other libraries in the area.

The results have been dramatic. Our interlibrary loan volume has fallen by 70% and is now at a manageable level. The charges have made people more aware of the cost and importance of information, not to mention encouraging them to be more discriminating in their selections.

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(See Other Side for
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Unfilled items and those requiring extraordinary research are subject to a service fee of \$35 per hour with a \$3.00 minimum.

Prices are subject to change without notice.

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Copyright Compliance

The matter of copyright compliance has taken on a new urgency in light of recent legal action against several corporations and libraries by groups of publishers. Librarians and others involved in the photocopy reproduction of documents are now keenly aware of the importance with which compliance must be approached.

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9/84

Announcing the Third Edition of the directory of public and private document retrieval suppliers.

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